

# City of Bryan

# 2023 Historic Preservation Plan



# Acknowledgements

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The preparation of the City of Bryan 2023 Historic Preservation Plan was successfully completed through the efforts of many individuals and groups. Additional input and assistance was provided by the City of Bryan staff, Carnegie Library staff, the City of Bryan Communications and Marketing staff, and Destination Bryan.



*Main Street facing South. Prohibition parade circa 1920.*

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# Introduction

This Preservation Plan serves as an update to the previously-approved Historic Preservation Plan for Bryan, Texas, completed in 1989 by Tom Niederauer & Associates, and works to supplement the City of Bryan Comprehensive Plan as well as federal, state, and local programs. Using the existing Preservation Plan as a guide, this update removes completed goals and objectives, as well as maintains goals and strategies, which are still relevant today.

Preservation Plans provide an opportunity for cities to lay the framework for preserving, protecting, and leveraging their historic and cultural fabrics for the betterment of all. At its most basic definition, historic preservation is the process of creating and implementing a strategy to protect and enhance historic resources. These resources include sites, structures, objects, stories, and districts that have national, state, or local historical or cultural significance.

The City of Bryan is a unique place identified by its embrace of various cultures, distinctly intact historic downtown, and welcoming attitude. Using continued momentum gained from the implementation of the award winning Downtown Master Plan, adopted in September 2001 by the Bryan City Council, this preservation plan update will allow for Bryan citizens to be more engaged in preserving their own history and cultures and reap the benefits of a thriving heritage tourism industry.



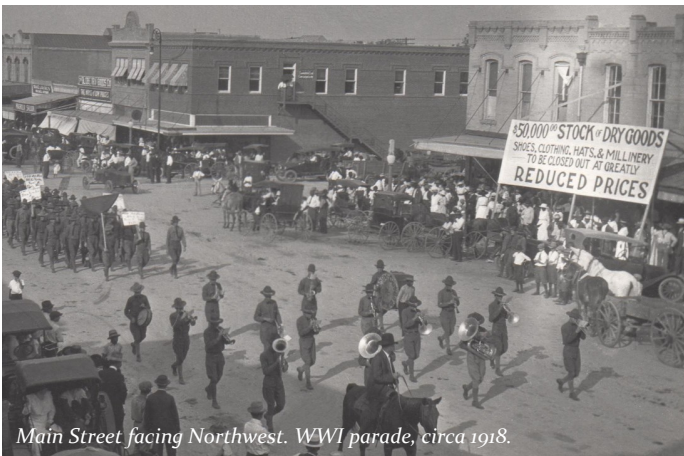
# Purpose and Objectives

The National Park Service (NPS) defines preservation planning as the “rational, systematic process by which a community develops a vision, goals, and priorities for the preservation of its historic and cultural resources.” NPS further identifies the four goals, shown below, for historic preservation planning programs:

- “Strengthen the integration of historic preservation into the broader public policy and land-use planning and decision-making arenas at the federal, state, tribal, and local levels”;
- “Increase the opportunities for broad-based and diverse public participation in planning for historic and cultural resources”;
- “Expand knowledge and skills in historic preservation planning”; and
- “Assist states, tribes, local governments, and federal agencies in carrying out inclusive preservation planning programs that are responsive to their own needs and concerns.”

The intent of this 2023 Historic Preservation Plan is to:

1. Cultivate a “preservation ethic” in the community through an active outreach program.
2. Act as historic preservation advocates for/to all Departments, Boards, and Commissions of the City of Bryan, and provide leadership in integrating those municipal programs that impact preservation.
3. Record and promote the history of the people and the development of Bryan.
4. Preserve and enhance all historic structures in Bryan through an active designation program.
5. Provide preservation services to the community through guidelines, seminars, and review processes.
6. Promote historic preservation as a catalyst for economic development.



Main Street facing Northwest. WWI parade, circa 1918.



South Main Street facing southwest.  
East Texas Chamber of Commerce Parade, circa late 1920's.

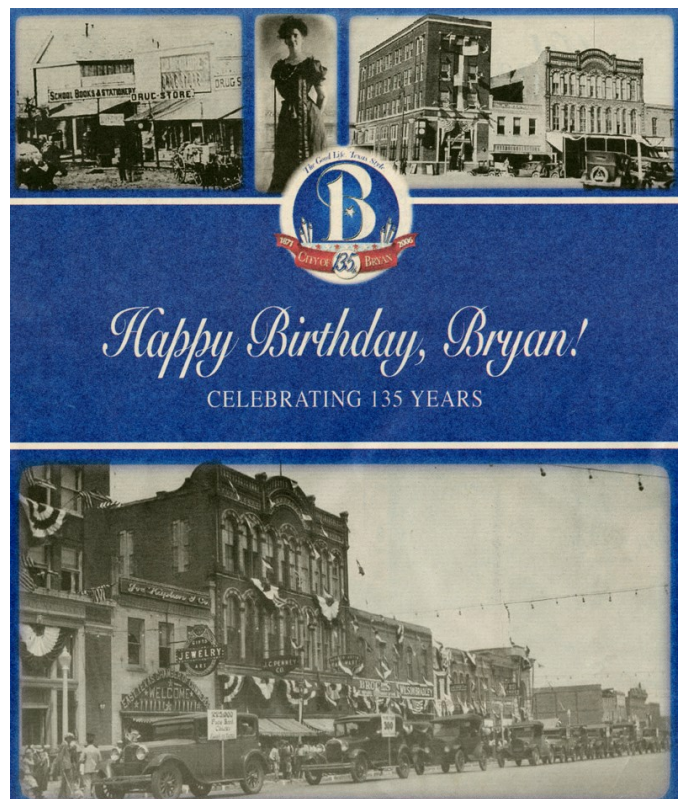
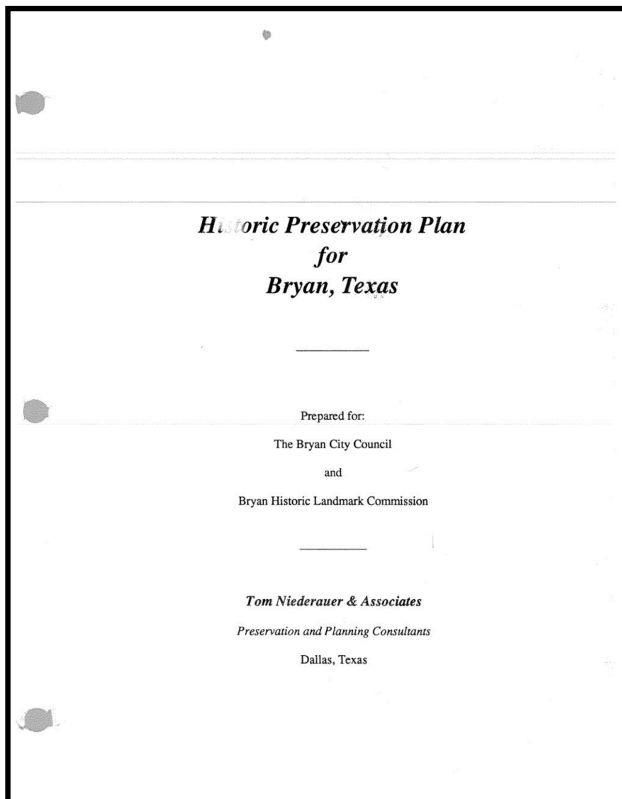
# Preservation in Bryan

A strong historic preservation enabling ordinance, written by local citizens was adopted in 1981. As a result of the enacted historic preservation ordinance, the Bryan Historic Landmark Commission was formed. This seven (7) person commission, appointed by the City Council, are charged with the protection and enhancement of Bryan's historic resources. They recommend to the City Council and Planning and Zoning Commission those sites, structures, and objects that should be designated as local landmarks.

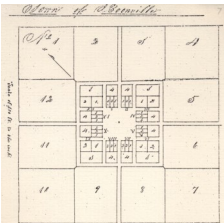
Since 1981, the Bryan Historic Landmark Commission and the City of Bryan have been able to accomplish several important goals:

- In 1986 a comprehensive survey was conducted to identify the city's historic resources. The results of this survey can be viewed in Appendix B. Of the 613 properties surveyed, 120 now have a recognized historical designation being listed on the National Register of Historic Places and/or are within a local historic district.
- Six (6) historic districts have been established—Eastside Historic District, Downtown Historic District, and four (4) Landmark Historic Districts (Milton Parker House, International Harvester Building, Girl Scout Little House, and Vilas Motor Works).
- The Historic Landmark Commission and the City of Bryan have worked together with several downtown organizations to bring festivals, events, and more attention to Downtown Bryan.

Through the continued efforts of the Historic Landmark Commission, the City of Bryan envisions enhanced historic preservation endeavors and public participation in the future.



# The History of Bryan, Texas



**Boonville**  
established as county seat, remaining so for the next 25 years



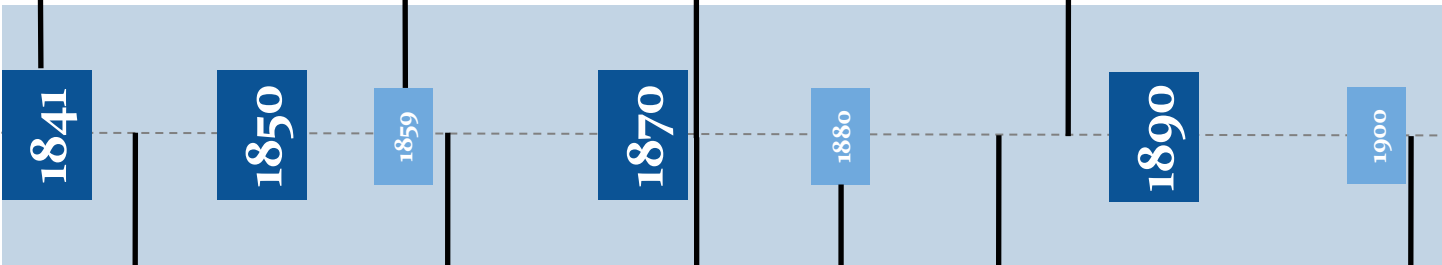
**William Joel Bryan**  
Granted right-of-way to the Houston and Texas Central Railroad (H&TC), starting the process of founding Bryan, Texas



**City of Bryan**  
The State of Texas officially incorporated Bryan as a municipality (1871)



**Grand Opera House**  
Built in 1888, the Opera House was one of the first public buildings in Bryan housing the first city hall and fire station

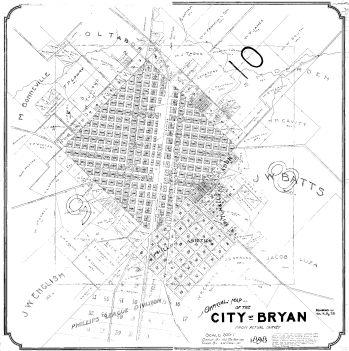


(1845)  
Texas becomes the 28th state

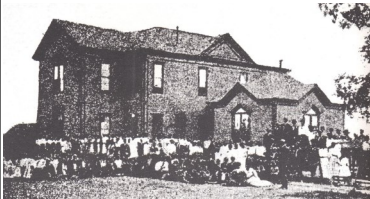


**Agricultural and Mechanical College of Texas**  
Established (1871)

**640-acre Townsite Deeded**  
William Joel Bryan deeded this land to the H&TC railroad, who later named it "Bryan" in Bryan's honor (1860)



**1st School for African Americans—Bryan School for Colored**  
Located at East 19th Street and Preston Avenue (founded in 1885)



**1st Tax-Supported Public School—Bryan Grade School**  
Located at 1200 Baker Street, the site of the current Fannin Elementary School



**Villa Maria Ursuline Academy for Girls**  
Built in 1901, the Villa Maria Ursuline Academy and Convent moved to Bryan after its Galveston facility was destroyed





**1st Public Library—Carnegie Library**  
Designed in Classic Revival style by F.E. Giesecke, located at 111 South Main Street (construction began 1902)

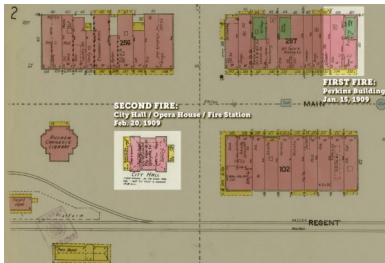


**Prohibition Parades**  
Pro-prohibition parades, like the one pictured here of a group from Steep Hollow, were a common occurrence (late 1910s)



### Bryan Army Field

The Bryan Army Air Field opened as a pilot training school in 1943. Today, this is the site of the Texas A&M System RELIS Campus

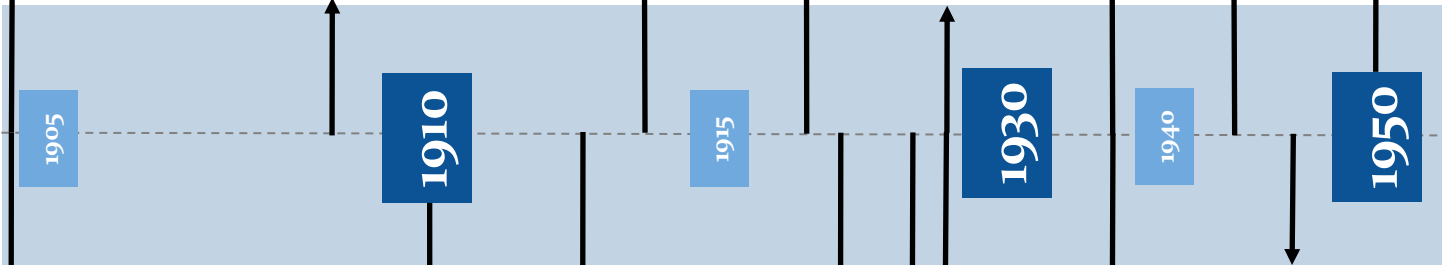
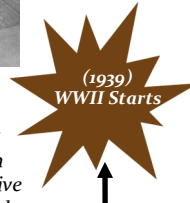


### Fires Strike Downtown

Two total-loss fires within weeks of each other leads to a nearly unanimous vote in favor of Bryan establishing a municipally owned utility



**Dr. William A. Hammond Sr.**  
Opened the first clinic for African Americans to receive professional consultation and medical care



**Bryan Enters the Auto Era**  
1st "locomobile" powered by steam arrived in Bryan, paving the way for a new era



**1913 Brazos River Flood**



**1921 Brazos River Flood**



**"Black Tuesday" Stock Market Crash of 1929**

**Lucy Harrison**  
1st woman to serve on the Bryan City Council (term 1947-1949)



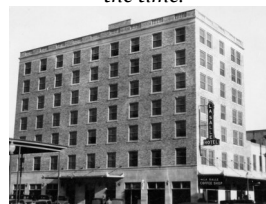
**The Queen Theatre**  
Opens featuring the 1939 film "Fifth Avenue Girl" starring Ginger Rogers



**Bryan-College Station Interurban Railway**  
Trolley line connecting Bryan to Texas A&M University, which ran for 13 years

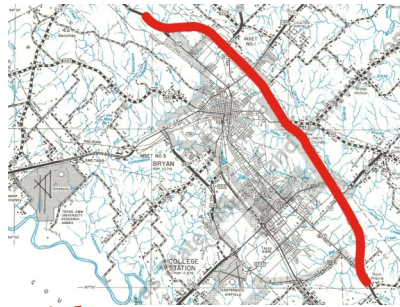


**LaSalle Hotel**  
Completing construction in 1928, the LaSalle hotel was the tallest building in Downtown Bryan at the time.





**Present-Day Brazos County Courthouse**  
Completed in 1957, the architectural style chosen was very modern for the time period



**Highway 6 Bypass**  
Constructed in the early 1970s, this four-lane highway curved around Bryan's downtown, commercial, and residential areas



**Urban Blight**  
Signs of decay were prevalent in Downtown Bryan in the 1990s

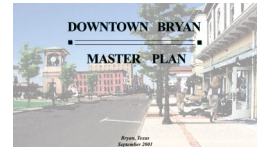


**1st African American Council Member**  
In 1968 Bryan elected Harmon "Son" Bell

**Integrated Bryan Schools**  
With the opening of the new Bryan High School in 1971, Bryan was fully integrated



**Palace Theatre Collapse**  
In 1986, the roof and two side walls collapsed shortly after a rehearsal



**Downtown Master Plan**  
Passed in 2001, this was one key to downtown's revival

1960

1970

1980

1990

2000

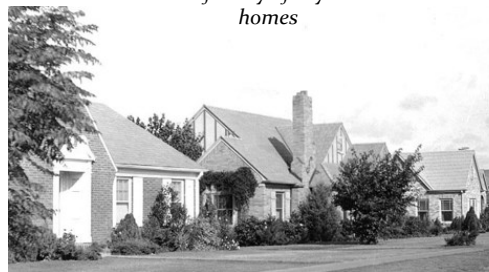


**1892 Courthouse Demolished**  
The iconic sandstone structure and four-sided clock tower demolished to make way for a more modern structure (1954)

**1st Hispanic Council Member**  
In 1969 Bryan elected Anastacio "Andy" Herrera

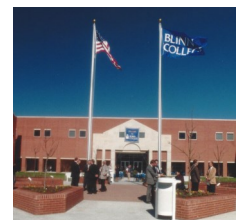


**Eastside Historic District**  
Created in 1983 to preserve the historic character and value of many of Bryan's old homes



**Era of Restoration Begins**  
Spurred by the renovated LaSalle Hotel and Carnegie Library, many other buildings began restoration projects

**Blinn College Bryan Campus**  
Since opening in 1997, Blinn College's Bryan Campus has expanded to be one of the largest junior/community colleges in Texas

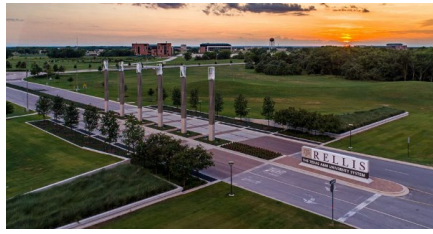




**"If you fix it, they will come back"**  
Restoration efforts continue today throughout downtown



**Texas Cultural District**  
Downtown Bryan received recognition from the Texas Commission on the Arts and is named a Texas Cultural District (2014)



**RELIS Campus**  
Texas A&M University System's RELIS Campus founded on the site of the former Bryan Air Force Base and Riverside Campus



**Midtown Area Plan**  
Revitalization efforts expand south of downtown with the Midtown Area Plan, approved on May 12, 2020

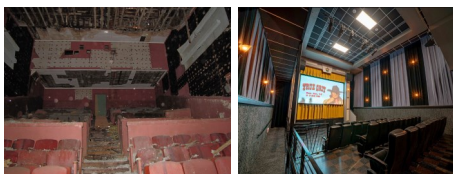
2010

2020

2030

### Revival of The Queen Theatre Begins

Restoration efforts, spearheaded by former Bryan City Council member Ben Hardeman, began on November 21, 2010



### The Queen Theatre Reopens

On May 4, 2018 the doors reopened to the public for the first time in more than 40 years

### Great Neighborhood in Texas Designee (2018)

### Travis Bryan Midtown Park

One of the largest projects ever undertaken by the City of Bryan, construction began in 2020



# Community Outreach and Engagement

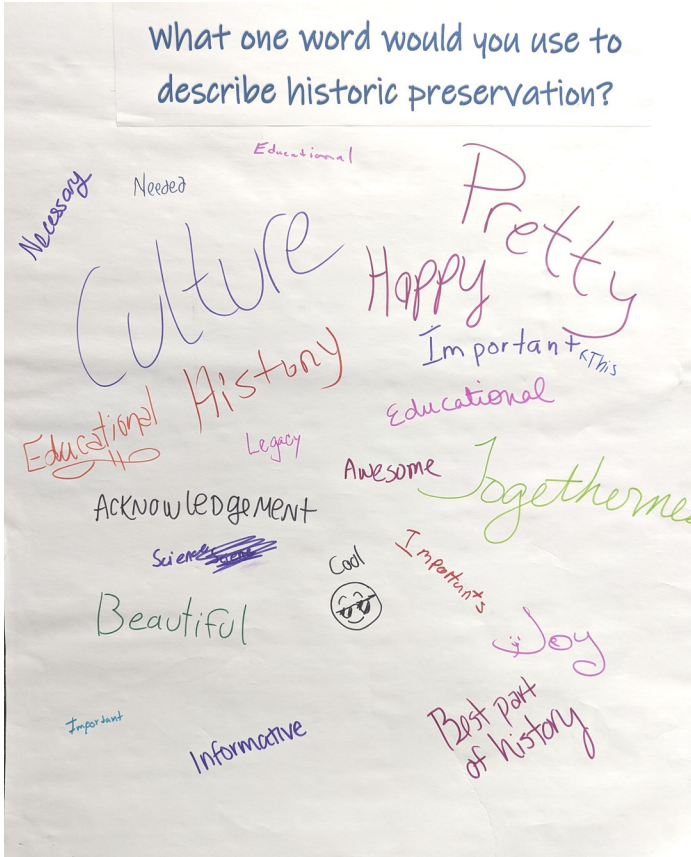
To provide information and encourage community participation, an active plan of engagement was employed. Critical to success was a new website, broadcast and print information releases, social media posts, radio and television guest appearances and direct community engagement. Gathering community perspectives regarding a wide spectrum of preservation topics is important to the initial and ongoing success of the plan. As conditions and circumstances change subsequent to the adoption of the plan, regular status updates will provide guidance for future plan amendments. It is intended that this plan serve as a living document.

It is acknowledged that the above mentioned activities were not able to reach all segments of Bryan's culturally diverse community. An important feature of this plan is to cultivate a "preservation ethic" in the community through an active and continual outreach program. To accomplish this, local preservation advocates will be supported and encouraged to engage neighborhood leaders and other trusted voices in the community, identifying and explaining the benefits of historic preservation.

Two in-person, direct-to-the-public community outreach events were held during the First Friday events in May and June. On the first Friday of each month, the streets of Historic Downtown Bryan transform into the site of a lively gathering and becomes the heart of the community. Along with our preservation partners, the staff of the Carnegie History Center, the First Friday community outreach efforts were located prominently in front of Bryan's 1903 Carnegie Library. In addition to providing information regarding the Preservation Plan update, citizens were invited to directly contribute to Bryan's cultural fabric by sharing their untold stories.



# Community Outreach and Engagement



**We're updating the City of Bryan's HISTORIC PRESERVATION PLAN and we need your help!**

**Why do we need a plan?**

Historic preservation is the process of creating and implementing a strategy to protect and enhance historic resources. These resources include sites, structures, objects, districts and stories that have national, state or local historical or cultural significance. Preservation plans are a way for cities to put that strategy in writing and create a unified framework for protecting these cultural icons.

**The goals of the updated plan:**

**Goal 1:** Cultivate a "preservation ethic" in the community through an active outreach program.

**Goal 2:** To act as historic preservation advocates for/to all Departments, Boards, and Commissions of the City of Bryan, and provide leadership in integrating those municipal programs that impact preservation.

**Goal 3:** To record and promote the history of the people and the development of Bryan.

**Goal 4:** To preserve and enhance all historic structures in Bryan through an active Designation program.

**Goal 5:** To provide preservation services to the community through guidelines, seminars, and review processes.

**Goal 6:** Promote historic preservation as a catalyst for economic development.

**How you can help**

Scan the QR Code or visit the city's Historic Preservation webpage: [bryantx.gov/preservation](http://bryantx.gov/preservation)

Read the proposed updates to the preservation plan, learn more about Bryan's history and historic preservation, and share your stories with us!

While you're there, don't forget to take our **Historic Preservation Plan Feedback Survey**. We're seeking input from residents about what historic preservation in Bryan means to you. This information helps inform us about areas of focus in the updated plan.

**City of Bryan's HISTORIC PRESERVATION PLAN**

# Vision, Goals, and Strategies

Upon the adoption of the Historic Preservation Overlay District Ordinance, the City Council declared that “the preservation, protection, enhancement, and perpetuation of properties of historic and cultural importance and significance are necessary to promote the economic, cultural, educational, and general welfare of the public.”

A decades long process, the preservation efforts in Bryan have, in many ways, served as the catalyst for the rebirth of Downtown. This progress along with the pride and stability demonstrated in the Eastside Historic District, and various other historic districts, highlights the dedication and resolution of citizens and elected and appointed officials to preserve their historic resources. The Vision, Goals, and Strategies described on the following pages are designed to provide guidance and direction to build upon past successes as well as enhance future preservation efforts.

Implementation is just as vital to the success of a preservation plan as are the plan’s vision, goals, and strategies. For each strategy there are a set of action items and responsible organizations providing direction for current and future generations to use in directing and achieving the goals and strategies.

It is the mission of the Historic Landmark Commission to: Communicate, Advocate, Regulate, and Educate (CARE).



# Goals and Strategies

<b>GOAL 1</b>  Cultivate a “preservation ethic” in the community through an active outreach program	<b>Strategy 1:</b>  Encourage local advocates to speak to the benefits of historic preservation	<b>Strategy 2:</b>  Support community involvement in preservation, including historically underrepresented areas, through an enhanced and user-friendly web presence	<b>Strategy 3:</b>  Collaborate with Destination Bryan and other local organizations to create and sustain active preservation activities
<b>GOAL 2</b>  To act as historic preservation advocates for/ to all Departments, Boards, and Commissions of the City of Bryan, and provide leadership in integrating those municipal programs that impact preservation	<b>Strategy 1:</b>  Host annual joint meetings between various boards and commissions to engage elected and appointed officials and discuss action items of the Historic Landmark Commission	<b>Strategy 2:</b>  Support individual commissioner’s participation as speakers on preservation-related topics to local organizations	<b>Strategy 3:</b>  Establish regularly occurring agenda item for Historic Landmark Commission meetings to discuss the status of the preservation plan and annually review possible amendments and report findings to the City Council
<b>GOAL 3</b>  To record and promote the history of the people and the development of Bryan	<b>Strategy 1:</b>  Integrate existing resources together with this plan to provide a centralized, easily accessible, information repository	<b>Strategy 2:</b>  Fund continued collection of oral and written stories	<b>Strategy 3:</b>  Recognize and identify historically underrepresented groups
<b>GOAL 4</b>  To preserve and enhance all historic structures in Bryan through an active Designation program	<b>Strategy 1:</b>  Complete a comprehensive update of the Historic Resources Survey	<b>Strategy 2:</b>  Promote and maintain the Bryan Landmark Marker program through various channels of communication	<b>Strategy 3:</b>  Provide guidance for citizens who seek further historic designation
<b>GOAL 5</b>  To provide preservation services to the community through guidelines, seminars, and review processes	<b>Strategy 1:</b>  Provide training opportunities to staff and the Historic Landmark Commission	<b>Strategy 2:</b>  Provide public seminars and workshops highlighting best practices in historic preservation	
<b>GOAL 6</b>  Promote historic preservation as a catalyst for economic development	<b>Strategy 1:</b>  Collaborate with preservation partners and organizations to promote heritage tourism	<b>Strategy 2:</b>  Continue funding the Downtown Improvement Program grant	<b>Strategy 3:</b>  Study potential impact of tax rebate programs, and recommend appropriate action to the City Council

## GOAL 1

# CULTIVATE A “PRESERVATION ETHIC” IN THE COMMUNITY THROUGH AN ACTIVE OUTREACH PROGRAM



## Strategy 1:

### Encourage local advocates to speak to the benefits of historic preservation

Historic preservation takes a village and encouraging local advocates to speak to the benefits of historic preservation will lend credence to its necessity and provide ownership of preservation activities. It is important for these local advocates to consist of not just city staff, but interested community individuals.

#### ACTION ITEMS

1. Identify and contact potential community advocates.
2. Facilitate meetings to discuss and/or educate various preservation topics.
3. Identify and sponsor opportunities for advocates to engage with the public.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- City Council
- Local preservation partners, as applicable

#### RESOURCES REQUIRED

- Annual funding (staff, research, and development)



## Strategy 2:

### Support community involvement in preservation, including historically underrepresented areas, through an enhanced and user-friendly web presence

In the 21st century, the importance of incorporating ideas and plans online is paramount to effectively disseminating information to the general public. Establishing a user-friendly, easy to navigate web presence providing information in one place will help encourage community involvement and interest in historic preservation.

#### **ACTION ITEMS**

1. Create web content that is accessible through various operating systems.
2. Foster two-way communication through online feedback.
3. Promote/advertise available online resources.

#### **RESPONSIBLE PERSONS/ORGANIZATIONS**

- Local advocates
- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- City Council
- Bryan Independent School District (BISD)
- Local preservation partners, as applicable

#### **RESOURCES REQUIRED**

- Annual funding (staff, research, acquisitions, and development)

## Strategy 3:

### Collaborate with local organizations to create and sustain active preservation activities

Working with organizations who specialize in heritage tourism will bring an added level of expertise and professional experience on how Bryan can create and sustain active preservation programs and activities. These preservation programs and activities will provide visitors to Bryan with an authentic experience and will keep them coming back to visit again.

#### **ACTION ITEMS**

1. Support local preservation organizations by active participation, training opportunities, information sharing, and funding.
2. Utilize specifically targeted funding (i.e. Hotel Occupancy Taxes) to sponsor:
  - ◇ Historical restoration and preservation projects.
  - ◇ Advertising and conduct promotional programs to encourage tourists to visit preserved historic sites or museums.
3. Collaborate with local schools to host history fairs and similar activities.

#### **RESPONSIBLE PERSONS/ORGANIZATIONS**

- Destination Bryan
- City of Bryan Historic Preservation Officer (HPO) and staff
- Carnegie Library staff
- Historic Landmark Commission
- Bryan Independent School District (BISD)
- Local preservation partners, as applicable

#### **RESOURCES REQUIRED**

- Annual funding

## GOAL 2

**TO ACT AS HISTORIC PRESERVATION ADVOCATES FOR/TO ALL DEPARTMENTS, BOARDS, AND COMMISSIONS OF THE CITY OF BRYAN, AND PROVIDE LEADERSHIP IN INTEGRATING THOSE MUNICIPAL PROGRAMS THAT IMPACT PRESERVATION**



## Strategy 1:

### Host annual joint meetings between various boards and commissions to engage elected and appointed officials and discuss action items of the Historic Landmark Commission

Open dialogue between the public and elected and appointed officials, is vital to the success of the preservation plan. Through annual joint meetings the Historic Landmark Commission will be able to effectively communicate not only their mission and plan of action for the year, but keep historic preservation at the forefront.

#### ACTION ITEMS

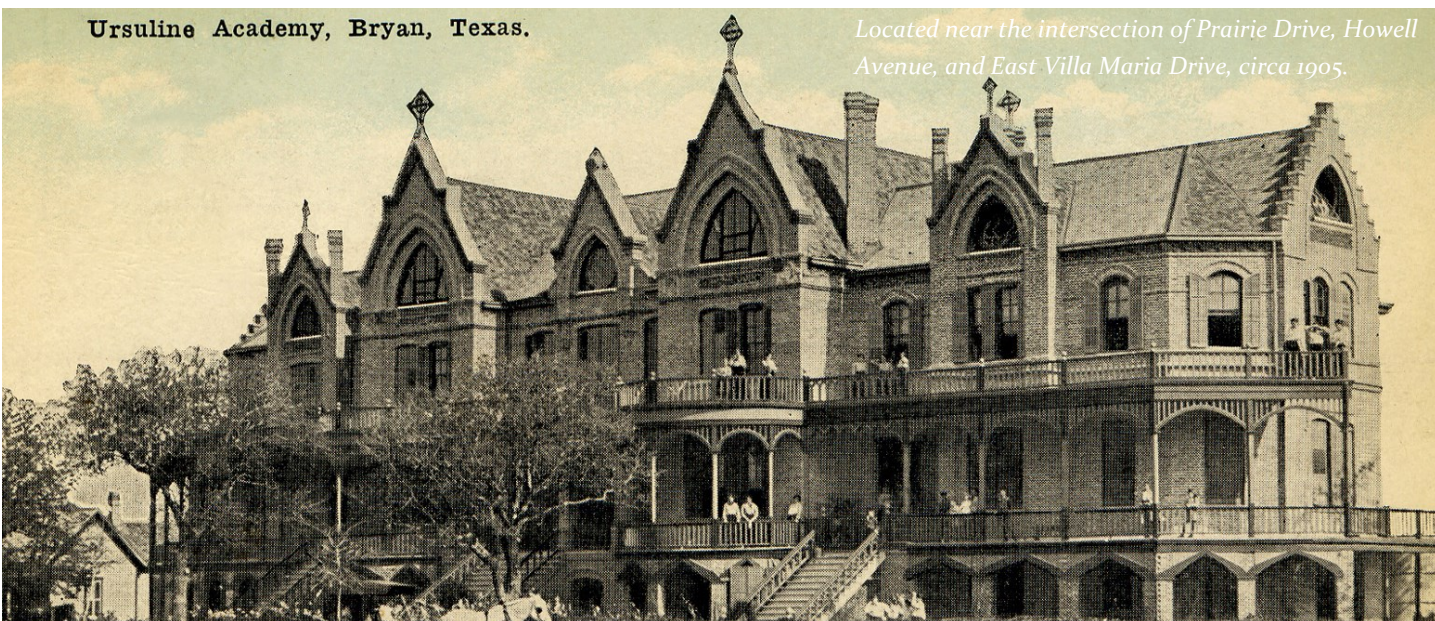
1. Annually update Historic Landmark Commission action items and plan of work and report to City Council.
2. Meet annually with partner boards and commissions to discuss Historic Landmark Commission action items.
3. Ensure open dialogue between the Historic Landmark Commission and partner boards and commissions.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- City Council
- Bryan Business Council

#### RESOURCES REQUIRED

- Staff support



## Strategy 2:

### Support individual commissioner's participation as speakers on preservation-related topics to local organizations

Historic Landmark Commission members are in the best position to serve as advocates for historic preservation in their roles as City Council appointees and citizens of Bryan. Training to speak with “one voice” through consistent communication will solidify the commission’s messaging and assist in all commissioners being able to speak on preservation-related topics to local organizations.

#### ACTION ITEMS

1. Develop training curriculum.
2. Train Historic Landmark Commissioners to communicate consistent messaging.
3. Publicize availability of staff and Historic Landmark Commissioners to local organizations.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Carnegie Library staff

#### RESOURCES REQUIRED

- Staff support



## Strategy 3:

### Establish regularly occurring agenda item for Historic Landmark Commission meetings to discuss the status of the preservation plan and annually review possible amendments and report findings to the City Council

To maintain a functional preservation plan, continued adjustments responding to changing conditions and opportunities is essential. By establishing a regularly occurring agenda item for Historic Landmark Commission meetings to discuss the status of the preservation plan and annually review possible amendments, the preservation plan becomes a living document and eases the review processes for later generations of preservationists.

#### ACTION ITEMS

1. Identify changing conditions and opportunities.
2. Maintain monthly records of potential items to update.
3. Establish regularly occurring Historic Landmark Commission meeting agenda item.
4. Report findings to the City Council, as needed.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- City Council

#### RESOURCES REQUIRED

- Staff support



## GOAL 3

# TO RECORD AND PROMOTE THE HISTORY OF THE PEOPLE AND THE DEVELOPMENT OF BRYAN



(top left) Ed Hall Groceries on Main Street, circa 1890. (top right) 117-119 North Main Street, circa 1930's. (middle left) Fannin Elementary, circa 1950's. (middle right) Bryan High School Freshman class, 1926. (bottom left) Family outside Temple Freda, circa 1950's. (bottom right) Temple Freda built in 1913.

## Strategy 1:

### Integrate existing resources together with this plan to provide a centralized, easily accessible, information repository

Building upon resource gathering completed by the Carnegie Library staff, the City of Bryan's 150th anniversary of official incorporation in 2021, and other local preservation organizations, we can integrate these existing resources into a centralized and easily accessible information repository eliminating the need to reinvent the wheel. This will also help to bring existing information and possible new discoveries to light by individuals who may not feel comfortable engaging in a public setting.

#### ACTION ITEMS

1. Through Bryan City Council action, appoint the Carnegie History Center Branch Manager or his or her designee, as an ex-officio member of the Historic Landmark Commission.
2. Establish an easily accessible resources bookshelf, linked to the Historic Preservation website.
3. Create and keep current a Historic Preservation website linking available historical resources.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Local preservation partners, as applicable

#### RESOURCES REQUIRED

- Annual funding (staff, research, acquisitions, and development)



## Strategy 2:

### Fund continued collection of oral and written stories

The importance of collecting oral and written stories is to gain insight into our past by sharing various experiences and perspectives from different cultures. These stories provide authentic, eye witness accounts of the past to future generations, sometimes confirming the written record, but at other times challenging what had been established as the norm by those in the majority.

During the City of Bryan's 150th anniversary of official incorporation in 2021, substantial work was undertaken to establish a framework for collecting and sharing oral and written stories throughout the community. The establishment of a permanent funding source for the continued collection of these untold stories is vital to preserving not only our community's past but our cultural past.

#### ACTION ITEMS

1. Establish an accessible and centralized database for all oral and written stories.
2. Continue to open communication channels throughout historically underrepresented groups and invite them to share their stories through various means.
3. Proactively engage the community with mobile oral and written story booths.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Local preservation partners, as applicable

#### RESOURCES REQUIRED

- Annual funding (staff, research, acquisitions, and development)



## Strategy 3:

### Recognize and identify historically underrepresented groups

The City of Bryan has been and continues to be a culturally rich and diverse community and through gentrification, natural disasters, urban renewal, and others means, historically underrepresented groups have quickly found their past being erased from history with older generations no longer able to pass along cultural stories or anecdotes. These groups may lack resources or support to preserve their cultures in today's societies.

Identifying and recognizing historically underrepresented groups, then engaging those communities through events and open dialogue, will help ensure open communication between preservation organizations and increase the community's knowledge of these vital resources.

#### **ACTION ITEMS**

1. Sponsor bi-annual information gathering events throughout the community.
2. As opportunities arise, on-demand receipt of information.
3. Streamline process by which historical materials are received.
4. Increase capacity to archive and conserve qualifying materials.

#### **RESPONSIBLE PERSONS/ORGANIZATIONS**

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Texas A&M University's Center for Heritage Conservation (CHC)
- Local preservation partners, as applicable

#### **RESOURCES REQUIRED**

- Staff funding
- Advanced scheduling of locations and speakers for outreach events
- Additional storage and workspace for conservation activities

## GOAL 4

### TO PRESERVE AND ENHANCE ALL HISTORIC STRUCTURES IN BRYAN THROUGH AN ACTIVE DESIGNATION PROGRAM



*Dansby House, 611 East 29th Street, built 1902.*

## Strategy 1:

### Complete a comprehensive update of the Historic Resources Survey

Historic structures help provide people with a sense of place, a connection to the past, and build community pride through their architecture, form, and aesthetics. This bridge to a place's past tells the story of how and why a place was created. Identifying existing structures, which may qualify for historic designation, will help ensure that our past is preserved and also benefit a place by providing another economic boost through heritage tourism.

#### ACTION ITEMS

1. Adequately train staff on significance of resources not in current survey.
2. Continually apply for grants to obtain survey resources, and to maintain the existing resource database.
3. Provide public outreach for property owners who will be impacted by conducting a survey.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- External resources

#### RESOURCES REQUIRED

- Annual funding (staff, research, acquisitions, and development)



## Strategy 2:

### Promote and maintain the Bryan Landmark Marker program through various channels of communication

The Bryan Landmark Marker program is a project of the City of Bryan Historic Landmark Commission. The Commission, a seven-member citizen committee appointed by the Bryan City Council, created this program to recognize and preserve the history of Bryan's many historic landmarks as well as instill a sense of community pride among Bryan's residents.

As part of this program, applicants are asked to submit a completed application to the City of Bryan Development Services Department. A complete application consists of the following: signed application, application fee, photographs of historic and existing conditions (as available) and a narrative history (to the extent known). The purpose of these requirements is not intended to be burdensome, but to identify and preserve as much information as possible about the history of our city for future generations.

#### ACTION ITEMS

1. Provide easily accessible information through a dedicated historic preservation website.
2. Promote the program through organizations which align with preservation efforts in Bryan, and other various channels of communication.
3. Continue to provide mailers with detailed information to properties which may qualify.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Historic Landmark Commission
- City of Bryan Historic Preservation Officer (HPO) and staff

#### RESOURCES REQUIRED

- Historic preservation website
- Commissioner and City of Bryan staff time
- Bryan Landmark Markers
- Program mailers



## Strategy 3:

### Provide guidance for citizens who seek further historic designation

There currently exists multiple local historic districts in Bryan, and historical designation on eligible properties provides many benefits to not only the property owner, but to the city as a whole. There are a wide range of benefits for seeking historical designation, these include:

- Accessibility to federal, state, and local grants
- Tax incentives
- Available assistance with preservation through the National Park Service
- Possible eligibility for various marker programs

The lack of education, training, and resources has historically limited people's willingness and ability to apply for historic designation(s). This strategy works to remedy these impediments and provide a clear path for preservation.

#### **ACTION ITEMS**

1. Include guidance information in various formats including but not limited to highly distributed print media.
2. Engage community through outreach events located throughout the city.

#### **RESPONSIBLE PERSONS/ORGANIZATIONS**

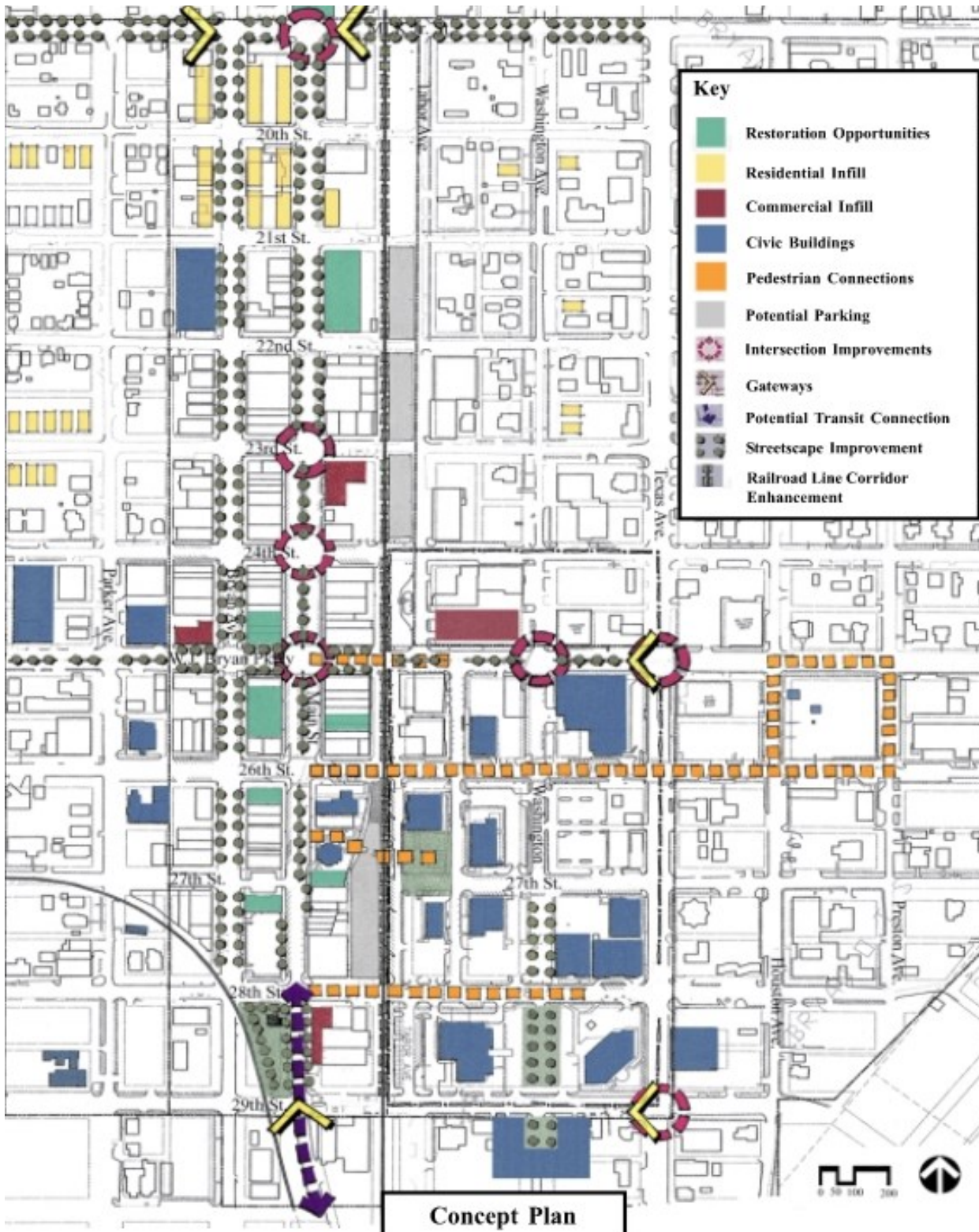
- Carnegie Library staff
- Historic Landmark Commission
- City of Bryan Historic Preservation Officer (HPO) and staff

#### **RESOURCES REQUIRED**

- Advanced scheduling of locations and speakers for outreach events
- Informational handouts, applications, and maps

## GOAL 5

### TO PROVIDE PRESERVATION SERVICES TO THE COMMUNITY THROUGH GUIDELINES, SEMINARS, AND REVIEW PROCESSES



## Strategy 1:

# Provide training opportunities to staff and the Historic Landmark Commission

As Historic Landmark Commissioners and city staff, it is important to keep up to date with the current ideas, trends, and policies regarding various historic preservation topics. Attending annual training opportunities we will not only grow as an organization but as community advocates for historic preservation.

### ACTION ITEMS

1. Adopt annual training curriculum for staff and the Historic Landmark Commission.
2. Seek unique training opportunities which challenge and encourage critical thinking.
3. Utilize current local preservation projects as resources for training.

### RESPONSIBLE PERSONS/ORGANIZATIONS

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Texas A&M University's Center for Heritage Conservation (CHC)

### RESOURCES REQUIRED

- Annual funding



## Strategy 2:

### Provide public seminars and workshops highlighting best practices in historic preservation

While at times development is easiest when clearing a proposed site for a “clean slate”, preservation endeavors to speak to the fabric of historic resources and structures. By providing public seminars and workshops highlighting the best practices in historic preservation, we educate not only our community but our development community with alternatives that may not have been thought possible before by saving existing structures.

#### ACTION ITEMS

1. Annually identify public seminar and/or workshop opportunities.
2. Advertise these events through various media outlets.
3. Record the event for later viewing online.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Local advocates
- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Destination Bryan
- Texas A&M University’s Center for Heritage Conservation (CHC)
- Local preservation partners, as applicable

#### RESOURCES REQUIRED

- Annual funding



*Texaco Station, one of Bryan's first gas stations, circa 1921.*

## GOAL 6

# PROMOTE HISTORIC PRESERVATION AS A CATALYST FOR ECONOMIC DEVELOPMENT



## Strategy 1:

### Collaborate with preservation partners and organizations to promote heritage tourism

*“Listen up: You already have a theme park! It’s called your streetscape, your lands, your cultures, and no other community possesses those same gifts.” - Dan Shilling, Civic Tourism: The Poetry and Politics of Place, 2007*

Heritage tourism is one of the fastest growing segments of the Texas economy, and can be Bryan’s secret superpower. Preserving local culture and memory helps solidify Bryan’s identity, ties the individual to the community, and cultivates a more authentic experience. It’s no secret that heritage travelers stay longer and spend more, which is why they’re highly coveted.

#### ACTION ITEMS

1. Identify events and activities, and determine advocates for each, to promote heritage tourism.
2. Actively engage Destination Bryan and other organizations in Historic Landmark Commission meetings on an annual basis.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- Carnegie Library staff
- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- Destination Bryan
- Local preservation partners, as applicable

#### RESOURCES REQUIRED

- Annual funding



## Strategy 2:

### Continue funding the Downtown Improvements Program grant

The goal of the Downtown Improvements Programs (DIP) grant is to provide funds used to improve the building facades located in the eligible area of Downtown Bryan. This program benefits the City of Bryan by making Downtown buildings more physically attractive, increasing the economic vitality of the buildings, increasing sales tax and property values, while preserving and enhancing Bryan's architectural and cultural history.

Continued funding of this program will extend the success of Downtown Bryan and ensure that those structures within the eligible area are preserved.

#### ACTION ITEMS

1. Continue to provide the Downtown Improvement Program grant with a funding source.
2. Maintain active tracking data regarding funded projects.
3. Present “before and after” stories and images to boards, commissions, and other local organizations.
4. Encourage open dialogue regarding possible projects within the Downtown Improvement Program's eligible boundaries.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- City Council
- Economic Development Department

#### RESOURCES REQUIRED

- Annual funding



## Strategy 3:

### Study potential impact of property tax rebate programs, and recommend appropriate action to the City Council

The purpose of implementing a tax rebate program or similar programs would be to modify current development behavior and encourage the preservation of existing resources and structures. By products of this program could be proactive engagement by citizens in historic areas to apply to establish new historic districts within the city.

#### ACTION ITEMS

1. Conclude research and propose program to the City Council.
2. Establish program framework and funding and create the program.
3. Actively promote to properties within existing historic districts, Bryan Landmark Markers, State Markers, and National Register Markers.

#### RESPONSIBLE PERSONS/ORGANIZATIONS

- City of Bryan Historic Preservation Officer (HPO) and staff
- Historic Landmark Commission
- City Council

#### RESOURCES REQUIRED

- Annual funding



# Appendix A: Preservation Partners

- Brazos County Historical Commission
- Brazos Heritage Society
- Brazos Museum of Natural History
- Brazos Valley African American Museum
- Carnegie History Center
- Center for Heritage Conservation
- Cushing Memorial Library and Archives
- Daughters of the American Revolution (local chapters)
- Daughters of the Republic of Texas (local chapters)
- Destination Bryan
- Museum of the American G.I.
- National Park Service
- National Register of Historic Places
- Preservation Texas
- Project HOLD (Historic Online Library Database)
- Texas Freedom Colonies Project
- Texas Historical Commission
- Texas Historical Foundation
- Texas Research Ramblers
- Texas State Historical Association
- United States Department of the Interior

## Appendix B: 1986 Historic Resources Survey List

Property	NR	Downtown Historic District	Eastside Historic District	LD
100 North Main Street		X		
100 South Congress Street	X			
100 West 25th Street	X		X	
102 South Main Street		X		
102 South Parker Avenue	X			
105 North Main Street		X		
105 South Main Street		X		
107 East Martin Luther King Jr. Street	X			
107 North Main Street		X		
107 South Main Street		X		
108 South Main Street		X		
109 North Sterling Avenue	X			
110 South Main Street		X		
1100 Block of Ursuline Avenue	X			
1108 Baker Avenue			X	
111 South Main Street	X	X		
112 South Main Street		X		
113 North Main Street		X		
115 North Main Street		X		
117 North Main Street		X		
118 South Bryan Avenue		X		
118 South Main Street		X		
119 North Main Street		X		
120 North Main Street	X	X		
1200 Baker Avenue			X	
1200 Ursuline Avenue	X			
1209 Baker Avenue			X	
121 North Main Street		X		
1401 Baker Avenue	X			
200 South Congress Street	X			X
200 South Main Street		X		
200 West 26th Street		X		
201 North Main Street		X		

Property	NR	Downtown Historic District	Eastside Historic District	LD
203 North Main Street		X		
204 West 28th Street	X			
205 South Parker Avenue	X	X		
206 North Main Street		X		
206 West 28th Street	X			
208 North Bryan Avenue		X		
209 South Main Street		X		
210 West 26th Street		X		
211 South Main Street		X		
212 North Bryan Avenue		X		
216 North Bryan Avenue		X		
217 North Main Street		X		
217 South Main Street		X		
217 West 26th Street	X	X		
218 North Bryan Avenue	X	X		
218 North Main Street		X		
219 North Main Street		X		
220 North Main Street		X		
222 North Main Street		X		
304 North Logan Avenue	X			
306 South Parker Avenue	X			
308 North Washington Avenue	X			
400-422 North Main Street	X			
407 North Parker Avenue	X			
409 West 30th Street	X			
419 North Main Street	X			
500 East 25th Street	X			
500 East 29th Street			X	
500 East 30th Street			X	
506 East 30th Street			X	
507 East 28th Street			X	
507 South Texas Avenue	X			
508 East 30th Street			X	
508 West 26th Street	X			
509 East 30th Street			X	

Property	NR	Downtown Historic District	Eastside Historic District	LD
515 East 30th Street			X	
600 East 27th Street	X			
600 East 29th Street			X	
600 North Washington Avenue	X			
601 East 28th Street			X	
601 East 30th Street			X	
602 South Ennis Street			X	
602 West 26th Street	X			
603 East 31st Street	X		X	
604 East 27th Street	X		X	
605 East 31st Street			X	
606 West 17th Street	X			
607 East 27th Street	X		X	
609 East 30th Street			X	
609 North Tabor Avenue	X			
609 South Ennis Street	X			
610 East 29th Street			X	
610 East 32nd Street			X	
611 East 29th Street			X	
615 East 29th Street			X	
615 East 30th Street			X	
615 East 31st Street			X	
616 East 31st Street			X	
700 East 30th Street			X	
700 East 32nd Street			X	
700 North Washington Avenue	X			
701 East 32nd Street			X	
703 East 31st Street			X	
703 East 32nd Street			X	
705 East 31st Street			X	
708 East 30th Street			X	
708 East 31st Street			X	
708 South Ennis Street			X	
709 East 31st Street			X	
712 East 30th Street			X	

Property	NR	Downtown Historic District	Eastside Historic District	LD
712 East 31st Street			X	
713 East 30th Street	X		X	
713 East 31st Street			X	
714 South Ennis Street			X	
715 East 31st Street	X		X	
800 East 30th Street			X	
804 East 30th Street			X	
810 East 30th Street			X	
811 East 29th Street			X	
811 East 30th Street			X	
812 South Ennis Street	X		X	
814 East 30th Street			X	
900 East 30th Street			X	
900 North Parker Avenue	X			
901 South Texas Avenue				X
904 East 30th Street			X	
911 North Bryan Avenue	X			

- NR—National Register of Historic Places Property
- LD—Landmark Historic District

TEXAS HISTORIC SITES INVENTORY FORM — TEXAS HISTORICAL COMMISSION (rev.8-82)

1. County Brazos BRA 5. USGS Quad No. 3096-424 Site No. 385  
City/Rural Bryan BR UTM Sector \_\_\_\_\_  
2. Name \_\_\_\_\_ 6. Date: Factual 1909 Est. \_\_\_\_\_  
Address 105 S MAIN 7. Architect/Builder \_\_\_\_\_ Contractor \_\_\_\_\_  
3. Owner Schulman Theaters 8. Style/Type \_\_\_\_\_  
Address Bryan TX 9. Original Use public/governmental  
4. Block/Lot \_\_\_\_\_ Present Use theatre  
10. Description 2-story, load-bearing, masonry, institutional/commercial building;  
exterior walls of brick w/ modern false front; low-pitched gable roof;  
modern sheathing obscures original detailing of building  
11. Present Condition ruins; remodeled lobby and proscenium remain; roof collapsed 1986  
12. Significance Originally built for the city offices and auditorium in 1909, the  
building was sold to M. Schulman in 1930 after completion of the new city  
hall. Schulman's Bryan Amusement Co. named the movie house the Palace Theatre  
13. Relationship to Site: Moved \_\_\_\_\_ Date \_\_\_\_\_ or Original Site x(describe) at a prominent inter-  
section in the city's central business district  
14. Bibliography Tax Rolls, Sanborn Maps 15. Informant \_\_\_\_\_  
City Directory (RDS) 16. Recorder Hardy-Heck-Moore Date July 1986

DESIGNATIONS PHOTO DATA

TNRIS No. \_\_\_\_\_ Old THC Code \_\_\_\_\_ B&W 4x5s \_\_\_\_\_ Slides 4  
☐ RTHL ☐ HABS (no.) TEX \_\_\_\_\_  
NR: ☐ Individual ☐ Historic District  
☐ Thematic ☐ Multiple-Resource  
Other NR File Name \_\_\_\_\_

YEAR DRWR ROLL FRME to ROLL FRME  
9 19 to  
93 19 to  
99 32 to

CONTINUATION PAGE No. 2 of 2

TEXAS HISTORIC SITES INVENTORY FORM — TEXAS HISTORICAL COMMISSION (rev.8-82)

1. County Brazos BRA 5. USGS Quad No. 3096-424 Site No. 385  
City/Rural Bryan BR UTM Pt. \_\_\_\_\_  
2. Name \_\_\_\_\_ Acreage less than one acre

Significance continued: and continued to feature films and live theatre until the building collapsed in July of 1986.

Example of a Historic Sites Inventory Form from the 1986 Historic Resources Survey





# CITY OF BRYAN

*The Good Life, Texas Style.™*

